Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computerized advertisement distribution and delivery system ~~for dynamically delivering advertisements for inclusion in an electronic document delivered to a recipient system, the computerized advertisement distribution and delivery system~~ comprising:

advertisement image ~~generation~~ identification means for ~~generating~~ identifying an advertisement image including ranking means for ~~generating~~ identifying advertisement rankings for a first plurality of advertisements related to a specific distribution subject, and storage means for storing a plurality of advertisements including highest ranked advertisements in the first plurality of advertisements where storing includes storing the advertisement image in association with a network-based locator;

advertisement image receiving means for receiving ~~a request for the advertisement image associated with the network-based locator for inclusion in an electronic document~~ an indication of a user accessing the electronic document;

advertisement relationship determination means for evaluating current advertisement rankings of the first plurality of advertisements for changes in the advertisement rankings upon receiving the request as compared to the advertisement rankings on which the generation of the advertisement image was based, and if there are changes in the advertisement rankings, initiating the advertisement image ~~generation~~ identification means to ~~generate~~ identify a modified advertisement image, wherein the modified advertisement image identifies a second plurality of advertisements related to the specific distribution subject and includes the then highest ranking advertisements, and stores the modified advertisement image in association with the network-based locator; and

advertisement image transmission means for transmitting one of the advertisement image or the modified advertisement image ~~in response to the request~~ for inclusion when ~~in~~ the electronic document is presented to the user upon receiving the indication of the user accessing the electronic document, wherein the advertisement image or the modified advertisement image is presented in the electronic document being displayed for the user.

2. (Previously Presented) The computerized advertisement distribution and delivery system of claim 1, further comprising:

advertisement input receiving means for receiving at least one advertisement associated with the specific distribution subject and a bid representing an amount to be paid for click-throughs by end-user recipients to a target site associated with the at least one advertisement.

3. (Previously Presented) The computerized advertisement distribution and delivery system of claim 1, wherein the advertisement relationship determination means evaluates a grouping of advertisements based on an effective revenue efficiency of the grouping compared to other potential groupings of advertisements provided by advertisers for the specific distribution subject and determines the advertisement rankings for use in generating the advertisement image using a highest revenue efficiency grouping of a predetermined number of advertisements.

4. (Previously Presented) The computerized advertisement distribution and delivery system of claim 2, wherein the advertisement rankings are determined based at least in part on the bid associated with the at least one advertisement for the specific distribution subject.

5. (Currently Amended) The computerized advertisement distribution system of claim 1, wherein the advertisement relationship determination means generates a ranking of listings as a grouping, the grouping comprising a ranked list of advertisements with a highest effective cost per thousand impressions.

6. (Currently Amended) The computerized advertisement distribution system of claim 3, wherein the effective revenue efficiency is calculated by multiplying a number of click-throughs over a predetermined number of impressions with a bid amount associated with an advertisement of the grouping.

7. (Previously Presented) The computerized advertisement distribution and delivery system of claim 1, wherein the advertisement relationship determination means determines advertisement

rankings when any new bid value associated with an advertisement related to the specific distribution subject is received.

8. (Previously Presented) The computerized advertisement distribution and delivery system of claim 3, wherein the advertisement relationship determination means determines advertisement rankings when revenue efficiency calculations are made.

9. (Previously Presented) The computerized advertisement distribution and delivery system of claim 1, wherein the electronic document comprises a target network-based locator for each advertisement in at least one of the first and second pluralities of advertisements and the system further comprising a redirection server for receiving a request at a target network-based location and redirecting the request to a location associated with an advertisement associated with the target network-based locator in the electronic document.

10. (Currently Amended) A ~~computerized advertisement distribution and delivery method for dynamically delivering advertisements for inclusion in an electronic document delivered to a recipient system, the method~~ computer-implemented method, comprising:

    ~~identifying~~generating advertisement rankings for a first plurality of advertisements related to a specific distribution subject;

    ~~identifying~~generating an advertisement image including a plurality of advertisements including highest ranked advertisements in the first plurality of advertisements;

    identifying a ~~storing~~ stored location of the advertisement image in association with a network-based locator;

    providing an electronic document including a link to the network based locator without providing the advertisement image;

    receiving an indication of a user accessing the electronic document;

    ~~receiving a request for the advertisement image associated with the network-based locator for inclusion in the electronic document;~~

    evaluating current advertisement rankings of the first plurality of advertisements for changes in the advertisement rankings upon receiving the request as compared to the

advertisement rankings on which the generation of the advertisement image was based, and if there are changes in the advertisement rankings, identifying~~generating~~ a modified advertisement image, wherein the modified advertisement image identifies a second plurality of advertisements related to the specific distribution subject including current highest ranking advertisements of the first plurality of advertisements;

storing the modified advertisement image in association with the network-based locator; and

transmitting one of the advertisement image or the modified advertisement image ~~in response to the request~~ for inclusion when ~~in~~ the electronic document is presented to the user upon receiving the indication of the user accessing the electronic document, wherein the advertisement image or the modified advertisement image is presented in the electronic document being displayed for the user;

wherein the receiving, evaluating and transmitting are performed by one or more computers.

11. (Canceled).

12. (Previously Presented) The method of claim 10, further comprising:

evaluating a grouping of advertisements based on an effective revenue efficiency of the grouping compared to other potential groupings of advertisements provided by advertisers for the specific distribution subject and determining advertisement rankings for use in generating an advertisement image using a highest revenue efficiency grouping of a predetermined number of advertisements.

13. (Previously Presented) The method of claim 12, wherein the advertisement rankings are determined based at least in part on a bid value of associated with an advertisement for the specific distribution subject.

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14. (Previously Presented) The method of claim 10, further comprising generating a ranking of listings as a grouping, the grouping comprising a ranked list of advertisements with a highest effective cost per thousand impressions.

15. (Previously Presented) The method of claim 12, wherein the effective revenue efficiency is calculated by multiplying a number of click-throughs over a predetermined number of impressions with a bid amount associated with an advertisement of the grouping.

16. (Previously Presented) The method of claim 12, wherein advertisement rankings are determined when any new bid value associated with an advertisement related to the specific distribution subject is received.

17. (Previously Presented) The method of claim 12, wherein advertisement rankings are determined when revenue efficiency calculations are made.

18. (Previously Presented) The method of claim 12, wherein the electronic document comprises a target network-based locator for each advertisement in at least one of the first and second pluralities of advertisements and the method further comprising receiving a request at a target network-based location and redirecting the request to a location associated with an advertisement associated with the target network-based locator in the electronic document.

19. (Withdrawn) An electronic document provided in an interpreted language, the document comprising:

program interpreted code for instructing a recipient program to present content related to a specific distribution topic in a page when the electronic document is opened by the recipient program;

program interpreted code for instructing the recipient program to retrieve an image from a source network-based location and present that image in the page with the content related to the specific distribution topic when the electronic document is opened by the recipient program;

program interpreted code for instructing the recipient program to request a first web page

from a first target network-based locator when a first portion of the image is selected;

program interpreted code for instructing the recipient program to request a second web page from a second target network-based locator when a second portion of the image is selected; and

wherein the first and second target network-based locators direct the recipient program to a location on the network where a first and second advertiser web page location respectively are stored.

20. (Withdrawn) The electronic document of claim 19 wherein the source network-based locator comprises a URL with an identifier related to the specific distribution subject.

21. (Withdrawn) The electronic document of claim 19 wherein the first and second target network-based locators comprises an address portion and a variable portion and wherein the address portion of the first and second target network-based locators is the same.

22 – 30 (Canceled).

31. (Withdrawn) A method for facilitating serving content-relevant ads in a document, the method comprising:

a) associating a unique identifier with the document;

b) providing code to be inserted into the document, the code including

i)   image map information, and

ii)   the unique identifier.

32. (Withdrawn) The method of claim 31 further comprising:

c) inserting the code into the document.

33. (Withdrawn) The method of claim 32 wherein the image map information includes image source information, and wherein the image source information includes the unique identifier.

34. (Withdrawn) The method of claim 32 wherein the image map information includes image source information, and wherein the image source information is a path including the unique identifier.

35. (Withdrawn) The method of claim 34 wherein the path further includes a URL of a content-relevant ad server.

36. (Withdrawn) The method of claim 35 wherein the content-relevant ad server includes information about the content of the document.

37. (Withdrawn) The method of claim 36 wherein the information about the content of the document includes at least one of (a) one or more concepts, and (b) one or more topics.

38. (Withdrawn) The method of claim 31 wherein the image map information includes image source information, and wherein the image source information includes the unique identifier.

39. (Withdrawn) The method of claim 31 wherein the image map information includes image source information, and wherein the image source information is a path including the unique identifier.

40. (Withdrawn) The method of claim 39 wherein the path further includes a URL of a content-relevant ad server.

41. (Withdrawn) The method of claim 40 wherein the content-relevant ad server includes information about the content of the document.

42. (Withdrawn) The method of claim 41 wherein the information about the content of the document includes at least one of (a) one or more concepts, and (b) one or more topics.

43. (Withdrawn) Apparatus for facilitating serving content-relevant ads in a document, the apparatus comprising:

a) means for associating a unique identifier with the document;

b) means for generating code to be inserted into the document, the code including

   i)   image map information, and

   ii) the unique identifier.

44. (Withdrawn) The apparatus of claim 43 further comprising:

c) means for inserting the code into the document.

45. (Withdrawn) The apparatus of claim 44 wherein the image map information includes image source information, and wherein the image source information includes the unique identifier.

46. (Withdrawn) The apparatus of claim 44 wherein the image map information includes image source information, and wherein the image source information is a path including the unique identifier.

47. (Withdrawn) The apparatus of claim 46 wherein the path further includes a URL of a content-relevant ad server.

48. (Withdrawn) The apparatus of claim 47 wherein the content-relevant ad server includes information about the content of the document.

49. (Withdrawn) The apparatus of claim 48 wherein the information about the content of the document includes at least one of (a) one or more concepts, and (b) one or more topics.

50. (Withdrawn) The apparatus of claim 43 wherein the image map information includes image source information, and wherein the image source information includes the unique identifier.

51. (Withdrawn) The apparatus of claim 43 wherein the image map information includes image source information, and wherein the image source information is a path including the unique identifier.

52. (Withdrawn) The apparatus of claim 51 wherein the path further includes a URL of a content-relevant ad server.

53. (Withdrawn) The apparatus of claim 52 wherein the content-relevant ad server includes information about the content of the document.

54. (Withdrawn) The apparatus of claim 53 wherein the information about the content of the document includes at least one of (a) one or more concepts, and (b) one or more topics.

55. (Withdrawn) A machine readable medium including data structures for storing information comprising:

      a unique identifier associated with the document;

      code, included in the document, the code including

            i)   image map information, and

            ii)   the unique identifier.

56. (Withdrawn) The machine readable medium of claim 55 wherein the image map information includes image source information, and wherein the image source information includes the unique identifier.

57. (Withdrawn) The machine readable medium of claim 55 wherein the image map information includes image source information, and wherein the image source information is a path including the unique identifier.

58. (Withdrawn) The machine readable medium of claim 57 wherein the path further includes a URL of a content-relevant ad server.

59. (Withdrawn) A method for determining content-relevant ads once an e-mail document is rendered on a client device, the method comprising:

accepting, from the client device, an ad request including a document identifier;

using content-relevance information associated with the document identifier and ad information to determine a set of one or more ads;

generating an image including the one or more ads of the determined set; and

forwarding the generated image and a session identifier to the client device.

60. (Withdrawn) The method of claim 59 wherein the document includes image map information including image source information, and wherein the image source information includes the document identifier.

61. (Withdrawn) The method of claim 59 wherein the document includes image map information including image source information, and wherein the image source information is a path including the unique identifier.

62. (Withdrawn) The method of claim 61 wherein the path further includes a URL of the content-relevant ad server.

63. (Withdrawn) A system for determining content-relevant ads once an e-mail document is rendered on a client device, comprising:

ad request receiving means for accepting, from the client device, an ad request including a document identifier;

ad set determination means for using content-relevance information associated with the document identifier and ad information to determine a set of one or more ads; image generation means for generating an image including the one or more ads of the determined set; and

forwarding means for forwarding the generated image and a session identifier to the client device.

64. (Withdrawn) The method of claim 63 wherein the document includes image map information including image source information, and wherein the image source information includes the document identifier.

65. (Withdrawn) The method of claim 63 wherein the document includes image map information including image source information, and wherein the image source information is a path including the unique identifier.

66. (Previously Presented) The computerized advertisement distribution and delivery system of claim 1, wherein the modified advertisement image is a graphical image and advertisements are identified in corresponding portions of the graphical image.

67. (Previously Presented) The computerized advertisement distribution and delivery system of claim 66, wherein the advertisements are identified in corresponding portions of the graphical image by an HTML image map.

68. (Previously Presented) The computerized advertisement distribution and delivery system of claim 1, comprising:

an electronic document transmission means for creating and transmitting the electronic document containing content related to the specific distribution subject, and containing the network-based locator; and

wherein the request for an advertisement image is initiated by user access of the electronic document.

69. (Previously Presented) The computerized advertisement distribution and delivery system of claim 68, wherein the electronic document is an email.

70. (Cancelled)

71. (Currently Amended) A system comprising:

one or more computers; and

a computer-readable medium coupled to the one or more computers having instructions stored thereon which, when executed by the one or more computers, cause the one or more computers to perform operations comprising:

~~generating~~ identifying advertisement rankings for a first plurality of advertisements related to a specific distribution subject;

identifying ~~generating~~ an advertisement image including a plurality of advertisements including highest ranked advertisements;

~~storing~~ identifying a stored location of the advertisement image in association with a network-based locator;

providing an electronic document including a link to the network based locator without providing the advertisement image;

receiving an indication of a user accessing the electronic document;

~~receiving a request for the advertisement image associated with the network-based locator for inclusion in an electronic document;~~

evaluating current advertisement rankings of the first plurality of advertisements for changes in the advertisement rankings upon receiving the request, and if there are changes in the advertisement rankings, identifying ~~generating~~ a modified advertisement image, wherein the modified advertisement image identifies a second plurality of advertisements related to the specific distribution subject and includes a plurality of advertisements including current highest ranking advertisements;

storing the modified advertisement image in association with the network-based locator; and

transmitting one of the advertisement image or the modified advertisement image in response ~~to the request~~ for inclusion ~~in~~ when the electronic document is presented to the user upon receiving the indication of the user accessing the electronic document, wherein the advertisement image or the modified advertisement image is presented in the electronic document being displayed for the user.

72. (Currently Amended) A computer storage medium encoded with a computer program, the program comprising instructions that when executed by data processing apparatus cause the data processing apparatus to perform operations comprising:

identifying ~~generating~~ advertisement rankings for a first plurality of advertisements related to a specific distribution subject;

~~generating~~ identifying an advertisement image including at least two highest ranked advertisements;

identifying a stored location of ~~storing~~ the advertisement image in association with a network-based locator;

providing an electronic document including a link to the network based locator without providing the advertisement image;

receiving an indication of a user accessing the electronic document;

~~receiving a request for the advertisement image associated with the network-based locator for inclusion in an electronic document;~~

evaluating current advertisement rankings of the first plurality of advertisements for changes in the advertisement rankings upon receiving the request, and if there are changes in the advertisement rankings, ~~generating~~ identifying a modified advertisement image including at least two then current highest ranked advertisements

storing the modified advertisement image in association with the network-based locator; and

transmitting one of the advertisement image or the modified advertisement image ~~in response to the request~~ for inclusion ~~in~~ when the electronic document is presented to the user upon receiving the indication of the user accessing the electronic document, wherein the advertisement image or the modified advertisement image is presented in the electronic document being displayed for the user.

73. (Currently Amended) A method, comprising:

identifying a plurality of advertisements associated with a distribution subject;

ranking the plurality of advertisements;

storing at least an association between one advertisement as a highest ranked

advertisement, the storing including associating the highest ranking advertisement with a

network-based locator;

provuding an electronic document including a link to the network-based locator without

providing the advertisements as part of the electronic document transmission;

receiving an indication of a user accessing the electronic document;

~~receiving a request for the advertisement associated with the network-based locator for~~

~~inclusion in an electronic document;~~

re-ranking the plurality of advertisements;

storing a second advertisement as the highest ranking advertisement if rankings of the

plurality of advertisements have changed, the storing including associating the second

advertisement with the network based locator; and

transmitting the highest ranking advertisement for inclusion in the electronic document

upon receiving the indication of the user accessing the electronic document, wherein the highest

ranking advertisement is included in the electronic document at the time of presentation of the

electronic document for the user~~in response to the request~~

wherein the identifying, ranking, and providing are performed by one or more computers.